

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR MARCH 1978

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Film	6:00- 7:00 PM	8:00- 9:00 PM	9:00- 10:00 PM	10:00- 11:00 PM(2)	8:00-11:00 PM		
											Regular	Special(3)	Total(3)
	21.5 6	17.4 13	20.3 27	18.3 6	15.0 4	17.6 7	20.2 26	18.6 37	19.1 33	18.5 39	18.7 72	16.5 15	18.4 87
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:30AM		WEEKDAY DAYTIME 10:00AM-4:30PM				WEEKEND DAYTIME				
	Informational(1)		11:30PM- 1:30AM(4)	Daytime Drama	Soap & Serial Fiction(1)	Situation Comedy	10:00AM- 12:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)	Sports		
	Once-a-Week	3x/1-weekly									Regular	Special(3)	Total(3)
	8.8 5	12.8 3	6.1 10	7.1 14	5.3 11	6.2 3	5.7 16	7.1 12	6.5 28	5.9 35	7.7 10	7.1 12	7.5 22

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:30PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

PROGRAMS ARE RATED ON TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 19, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	31.7	23,110
2	LITTLE HOUSE-PRAIRIE	29.9	21,800
3	LAYERNE AND SHIRLEY#	29.1	21,210
4	THREE'S COMPANY	28.1	20,480
5	ALL IN THE FAMILY	27.0	19,680
6	M*A*S*H	26.7	19,460
7	RINGLING BROS. CIRCUS(S)	26.2	19,100
8	WALTONS#	25.9	18,880

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
9	60 MINUTES	25.5	18,590
10	ALICE	25.4	18,520
11	ONE DAY AT A TIME	24.8	18,080
12	LOVE BOAT	22.9	16,690
13	HOW THE WEST WAS WON	22.4	16,330
14	LOU GRANT#	22.3	16,260
15	CHARLIE'S ANGELS	22.1	16,110
15	SOAP#	22.1	16,110

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME															PROGRAM NAME																
T/C															T/C																
NO. OF STATIONS															NO. OF STATIONS																
PROGRAM COVERAGE															PROGRAM COVERAGE																
K E Y															K E Y																
AVG. AUD. %															AVG. AUD. %																
SHARE %															SHARE %																
AVG. AUD. (0,000)															AVG. AUD. (0,000)																
WK	DAY	START TIME	DUR	NET	T/C	WK 1	WK 2	WK 1	WK 2	K	E	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK	DAY	START TIME	DUR	NET	T/C	WK 1	WK 2	WK 1	WK 2	K	E	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
*EVENING																															
ABC FRIDAY NIGHT MOVIE																															
1 FRI. 8.00P 120 ABC FF																															
2 FRI. 9.00P 120																															
ABC MINUTE MAGAZINE																															
SUN. 7.58P 1 ABC N																															
ABC MONDAY NIGHT MOVIE																															
MON. 9.00P 120 ABC FF																															
ABC NEWS-REASONER/WALTERS																															
M-F 6.30P 30 ABC N																															
ABC NEWSBRIEF-M-F																															
MON. 8.58P 1 ABC N																															
1 TUE. 9.27P 2																															
1 W-F 9.58P 1																															
2 TU & W 9.58P 1																															
2 THU. 9.28P 1																															
2 FRI. 8.57P 2																															
ABC NEWSBRIEF-SAT.																															
SAT. 9.58P 1 ABC N																															
ABC NEWSBRIEF-SUN.																															
1 SUN. 8.57P 1 ABC N																															
2 SUN. 8.57P 2																															
BARNEY MILLER																															
THU. 9.00P 30 ABC CS																															
BIG EVENT-TUE.																															
TUE. 9.00P 120 NBC FV																															
BIG EVENT																															
SUN. 9.00P 120 NBC FV																															
BIONIC WOMAN																															
1 SAT. 8.00P 60 NBC A																															
BLACK SHEEP SQUADRON																															
WED. 9.00P 60 NBC A																															
BOB NEUHART SHOW																															
1 SAT. 8.00P 30 CBS CS																															
BODY HUMAN:THE RED RIVER(S)																															
1 MON. 8.00P 60 CBS DO																															
BUGS BUNNY EASTER SPECIAL(S)																															
2 SAT. 8.00P 60 CBS EA																															
CAROL BURNETT SHOW																															
SUN. 10.00P 60 CBS CV																															
CARTER COUNTRY																															

ABC SATURDAY EVENING NEWS							14	118	120	68 68	A	6.0	13	437
SAT. 6.30P 30 ABC N											B	6.2	13	452
ABC SUNDAY NIGHT MOVIE							20	193	191	99 99	A	18.7	30	1363
1 SUN. 9.00P 120 ABC FF											B	21.6	34	1575
2 SUN. 9.00P 138														
ABC WEEKEND NEWS-SATURDAY							24	155	158	93 94	A	8.0	18	583
SAT. 11.00P 15 ABC N											B	8.0	17	583
ABC WEEKEND NEWS-SUNDAY							23	157	155	97 97	A	5.6	14	408
1 SUN. 11.00P 15 ABC N											B	6.2	15	452
2 SUN. 11.18P 15														
AFI SALUTES HENRY FONDA(S)								192		99	A	17.0	28	1239
2 WED. 9.00P 120 CBS AC														
ALICE							19	198	194	99 99	A	25.4	38	1852
SUN. 9.30P 30 CBS CS											B	23.9	35	1742
ALL IN THE FAMILY							22	199	195	99 99	A	27.0	40	1968
SUN. 9.00P 30 CBS CS											B	25.1	37	1830
BABY, I'M BACK							6		151	93	A	13.6	20	991
2 MON. 8.30P 30 CBS CS											B	19.2	28	1400
BARETTA							5	187		97	A	13.9	25	1013
1 THU. 10.00P 60 ABC OP											B	15.1	26	1101
BARETTA-11:30PM							24	165	156	94 93	A	6.5	21	474
1 FRI. 11.30P 65 ABC OP											B	7.3	23	532
2 FRI. 11.30P 67														
BARNABY JONES							21	188		98	A	18.6	34	1356
1 THU. 10.00P 60 CBS PD											B	21.2	37	1545

1 THU.	9.30P	30 ABC CS										B	19.6	31	1429
CBS EVENING NEWS-CRONKITE			120	201	201	99	99					A	14.9	29	1086
M-F	6.30P	30 CBS N										B	15.4	29	1123
CBS EVENING NEWS			15	174	171	89	88					A	11.2	23	816
SUN.	6.30P	30 CBS N										B	10.0	19	729
CBS NEWS SPECIAL REPORT(S)				174		93						A	7.3	25	532
1 MON.	11.30P	28 CBS N													
CBS NEWS SPECIAL REPORT(S)					173		94					A	4.9	19	357
2 WED.	11.30P	30 CBS N													
CBS REPORTS(S)				170		98						A	10.7	16	780
1 TUE.	8.00P	60 CBS DN													
CBS SAT. NEWS-SCHIEFFER			24	157	150	89	89					A	10.6	23	773
SAT.	6.30P	30 CBS N										B	11.5	23	838
CBS SPORTS SPECIAL-BOXING(S)				151		83						A	5.5	19	401
2 FRI.	11.30P	90 CBS SE													
CBS SUNDAY NEWS-BRADLEY			24	137	134	79	79					A	7.0	15	510
SUN.	11.00P	15 CBS N										B	7.8	17	569
CBS TUESDAY NIGHT MOVIES			7	182	182	98	98					A	17.1	27	1247
TUE.	9.00P	120 CBS FF										B	18.2	30	1327
CBS WEDNESDAY NIGHT MOVIE			19	190		99						A	20.9	34	1524
1 WED.	9.00P	120 CBS FF										B	18.3	30	1334
C.BROWN-EASTER BEAGLE(S)				186		99						A	21.6	34	1575
2 SUN.	8.00P	30 CBS EA													
CHARLIE'S ANGELS			24	210	207	99	99					A	22.1	34	1611
WED.	9.00P	60 ABC PD										B	25.5	40	1859

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K %										K %									
AVG. AUD. SHARE %										AVG. AUD. SHARE %									
AVG. AUD. (0,000)										AVG. AUD. (0,000)									
EVENING CONT'D										JAMES AT 16									
CHARLIE'S ANGELS SPECIAL(S)										1 THU. 9.00P 60 NBC GD									
1 FRI. 10.00P 60 ABC PD										2 THU. 10.00P 60									
CHIPS										JEFFERSONS									
1 THU. 8.00P 60 NBC OP										SAT. 9.00P 30 CBS CS									
CHUCK BARRIS RAH RAH SHOW										JULIE ANDREWS-STEP-SPRING(S)									
TUE. 8.00P 60 NBC GV										1 THU. 8.00P 60 CBS GV									
CLASS OF '65										KEEFER(S)									
1 THU. 10.00P 60 NBC GD										2 THU. 9.30P 90 ABC A									
C.P.O. SHARKEY										KOJAK									
FRI. 8.30P 30 NBC CS										SAT. 10.00P 60 CBS OP									
DEAN MARTIN CELEB. ROAST(S)										LATE MOVIE I									
2 FRI. 10.00P 60 NBC GV										1 MON. 11.58P 98 CBS FF									
DONNY AND MARIE										1 TUE. 11.30P 106									
2 FRI. 8.00P 60 ABC GV										1 WED. 11.30P 70									
EIGHT IS ENOUGH										1 THU. 11.30P 101									
2 WED. 8.00P 60 ABC CS										1 FRI. 11.30P 36									
FANTASY ISLAND										2 MON. 11.30P 93									
SAT. 10.00P 60 ABC A										2 TUE. 11.30P 104									
FIRST EASTER RABBIT(S)										2 WED. 12.00M 71									
										2 THU. 11.30P 99									
										LATE MOVIE II									

2 SUN. 8.30P 30 CBS EA										1 TUE. 1.16A 29 CBS FF									
FISH										1 WED. 12.40A 56									
THU. 8.30P 30 ABC CS										1 FRI. 12.06A 125									
G.KELLY-AMERICAN-PASADENA(S)										2 TUE. 1.14A 28									
2 MON. 10.00P 60 CBS GV										2 WED. 1.11A 60									
GOOD TIMES										LAVERNE AND SHIRLEY									
2 MON. 8.00P 30 CBS CS										2 TUE. 8.30P 30 ABC CS									
HALLMARK HALL OF FAME(S)										LIFE-TIMES-GRIZZLY ADAMS									
2 THU. 8.00P 120 NBC GD										2 WED. 8.00P 60 NBC A									
HAPPY DAYS										LITTLE HOUSE-PRAIRIE									
1 TUE. 8.00P 90 ABC CS										MON. 8.00P 60 NBC GD									
2 TUE. 8.00P 30										LOU GRANT									
HARDY BOYS/NANCY DREW										1 MON. 10.00P 60 CBS GD									
SUN. 7.00P 60 ABC SM										LOVE BOAT									
HAVING BABIES										SAT. 9.00P 60 ABC CS									
TUE. 10.00P 60 ABC GD										LUCAN									
HAWAII FIVE-O										2 MON. 8.00P 60 ABC A									
1 THU. 9.00P 60 CBS OP										M*A*S*H									
2 THU. 10.00P 60										MON. 9.00P 30 CBS CS									
HOW THE WEST WAS WON										MAUDE									
SUN. 8.00P 60 ABC EW										SAT. 9.30P 30 CBS CS									
HUSBANDS, WIVES & LOVERS										MIDNIGHT SPECIAL									
FRI. 10.00P 60 CBS CS										FRI. 1.00A 90 NBC PC									
INCREDIBLE HULK										MYSTERIOUS CASTLES-CLAY(S)									
FRI. 9.00P 60 CBS SF										2 SAT. 8.00P 60 NBC DO									

M-F	6.30P	30	NBC N					B	13.8	26	1006	1 FRI.	9.00P	60	NBC PD			B	18.6	31	1356		
NBC SATURDAY NIGHT MOVIES		25		192	199	97	98	A	15.3	27	1115	SAM			1	138	90	A	15.3	24	1115		
1 SAT.	9.00P	114	NBC FF					B	16.8	30	1225	2 TUE.	8.00P	30	CBS OP			B	15.3	24	1115		
2 SAT.	9.00P	120																					
NEWSBREAK-M-F		125		163	142	89	86	A	14.3	22	1042	SATURDAY NIGHT			15	196	196	97	97	A	9.6	31	700
1 M-F	8.58P	1	CBS N					B	15.5	24	1130	1 SAT.	11.30P	82	NBC GV			B	9.3	30	678		
2 M & TU	8.58P	1										2 SAT.	11.30P	75									
2 WED.	8.57P	1										SHIELDS AND YARNELL			6	145	91	A	11.5	18	838		
2 THU.	8.59P	1										2 TUE.	8.30P	30	CBS CV			B	11.8	17	850		
2 FRI.	8.57P	2										SIX MILLION DOLLAR MAN			6	192	99	A	14.6	21	1064		
NEWSBREAK-SAT.		25		161	181	90	92	A	14.3	25	1042	1 MON.	8.00P	60	ABC A			B	16.6	24	1210		
SAT.	8.58P	1	CBS N					B	14.8	26	1079	60 MINUTES			27	204	205	99	99	A	25.5	42	1859
												SUN.	7.00P	60	CBS DN			B	24.6	40	1793		
NEWSBREAK-SUN.		25		173	175	94	94	A	19.8	29	1443	SOAP			22		176	97	A	22.1	34	1611	
1 SUN.	8.57P	2	CBS N					B	20.9	31	1524	2 TUE.	9.30P	30	ABC CS			B	22.0	34	1604		
2 SUN.	8.58P	1										STARKY AND HUTCH			8	204	185	99	97	A	18.5	32	1349
ON OUR OWN		17		192		99		A	18.7	28	1363	WED.	10.00P	60	ABC OP			B	21.2	36	1545		
1 SUN.	8.30P	30	CBS CS					B	20.4	30	1487	STARSKY AND HUTCH-11:30			10	175	178	98	98	A	8.0	32	583
ONE DAY AT A TIME		6		201	197	99	99	A	24.8	37	1808	1 THU.	11.30P	65	ABC OP			B	7.3	28	532		
MON.	9.30P	30	CBS CS					B	24.7	36	1801	2 THU.	11.30P	66									
OPERATION PETTICOAT		23		186	176	97	94	A	15.4	27	1123	THAT SECOND THING ON ABC(S)				194	98	A	13.7	21	999		
SAT.	8.30P	30	ABC CS					B	16.3	28	1188	1 WED.	8.00P	60	ABC CV								
POLICE STORY-MON		11		175	173	97	96	A	7.2	33	525	THREE'S COMPANY			24	197	192	99	97	A	28.1	42	2048
1 MON.	12.00M	65	ABC OP					B	7.2	28	525	1 TUE.	9.30P	30	ABC CS			B	28.4	42	2070		
2 MON.	11.30P	66										2 TUE.	9.00P	30									
POLICE STORY-WED		11		176	175	97	97	A	6.9	29	503	TOMA			9	164	168	96	96	A	4.2	27	306

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME											
T/C										T/C											
NO. OF STATIONS										NO. OF STATIONS											
PROGRAM COVERAGE										PROGRAM COVERAGE											
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES											
WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2		
EVENING CONT'D																					
TOMA-CONT'D																					
1	THU.	12.35A	38	ABC	OP			B	4.7	28	343						A	8.6	32	627	
2	THU.	12.36A	38					B	8.7	31	634						A	8.7	31	634	
TOMORROW SHOW																					
1	M-TH	1.00A	45	NBC	CC	171	171	96	96	A	2.6	23	190				A	3.8	21	277	
2	MTUW	1.00A	45					B	2.6	21	190						A	3.6	21	262	
2	WED.	1.30A	45														A	5.9	26	430	
TONIGHT SHOW																					
1	M & TH	11.30P	76	NBC	GV	213	212	99	99	A	7.5	31	547				A	2.3	15	168	
1	TUE.	11.30P	77					B	8.3	31	605						A	2.2	16	160	
1	WED.	11.30P	75														A	6.7	25	488	
1	FRI.	11.30P	80														A	7.0	25	510	
2	M & F	11.30P	75														A	6.5	24	474	
2	TUE.	11.30P	79														B	6.6	23	481	
2	WED.	12.00M	79														A	5.1	17	372	
2	THU.	11.30P	76														B	5.3	16	386	
TONY RANDALL SHOW																					
1	SAT.	8.30P	30	CBS	CS	179		97		A	13.4	24	977				A	8.6	39	627	
TUESDAY MOVIE OF THE WEEK																					
1	TUE.	11.30P	70	ABC	FF	175	175	97	97	B	14.9	25	1086				B	8.7	38	634	
2	TUE.	11.30P	65					A	5.6	22	408						A	3.5	15	255	
								B	5.8	24	423						B	4.0	14	292	
AS THE WORLD TURNS																					
M-F	1.30P	60	CBS	DD						117	197	198	99	99				A	8.6	32	627
CAPTAIN KANGAROO																					
M-F	8.00A	60	CBS	C						119	189	187	99	99				A	3.8	21	277
CBS MID-DAY NEWS-EDWARDS																					
M-F	11.55A	4	CBS	N						118	174	171	91	90				A	3.6	21	262
CBS MORNING NEWS																					
M-F	7.15A	45	CBS	N						120	176	176	96	96				A	5.9	26	430
DAYS OF OUR LIVES																					
M-F	1.30P	60	NBC	DD						119	205	204	99	99				A	5.8	25	423
DOCTORS																					
M-F	2.30P	30	NBC	DD						116	201	200	98	98				A	2.3	15	168
EDGE OF NIGHT																					
1	MTUWF	4.00P	30	ABC	DD					113	167	167	90	90				A	2.2	16	160
2	M-F	4.00P	30															A	6.7	25	488
FAMILY FEUD																					
M-F	11.30A	30	ABC	QP						118	182	181	99	99				A	7.0	24	510
FOR RICHER, FOR POORER																					
1	MTHF	1.00P	30	NBC	DD					64	168	169	82	83				B	7.6	23	554
2	M-F	1.00P	30															A	4.5	18	328
GENERAL HOSPITAL																					
1	MTUWF	3.00P	60	ABC	DD					44	185	185	98	98				A	5.1	19	372
1	THU.	3.39P	51															B	3.1	19	226
2	M-F	3.00P	60															B	3.1	21	226
GONG SHOW																					
1	MON.	12.39P	21	NBC	QG					69	175	178	87	88				A	4.3	24	313
1	TU-F	12.30P	30															B	3.6	21	262
2	M-F	12.30P	30															A	7.8	28	569
GOOD MORNING, AMERICA-730																					
M-F	7.30A	30	ABC	N						120	175	177	97	97				B	8.2	27	598
GOOD MORNING, AMERICA-830																					
M-F	8.30A	30	ABC	N						120	188	183	94	94				A	6.1	30	445
GUIDING LIGHT																					
1	MTUWF	2.30P	60	CBS	DD					86	193	193	99	99				B	6.4	30	467
1	THU.	2.30P	30															A	5.3	27	386
2	M-F	3.39P	21															B	5.4	27	394
HAPPY DAYS M-F																					
M-F	11.00A	30	ABC	CS						118	173	172	96	96				A	4.6	21	335
HOLLYWOOD SQUARES																					
M-F	10.30A	30	NBC	QP						115	190	191	95	95				B	4.9	22	357
KNOCKOUT																					
M-F	11.30A	30	NBC	QP						112	197	198	97	97				A	5.9	27	430
LOVE OF LIFE																					
M-F	11.30A	30	CBS	DD						118	190	189	97	97				B	6.0	27	437

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/S SEASON										T/S SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. % SHARE % (0,000)										AVG. AUD. % SHARE % (0,000)									
WEEKDAY DAYTIME CONT'D										ALL NEW SUPERFRIENDS I									
MATCH GAME '78	58	147	145	81	81	A	5.5	17	401	SAT. 8.00A 30 ABC CA	26	187	186	98	97	A	5.4	36	394
MTWTF 4.00P 30 CBS QP						B	6.3	18	459	ALL NEW SUPERFRIENDS II	26	187	184	98	97	A	4.1	34	299
2 THU. 4.00P 14						B				SAT. 8.30A 30 ABC CA						A	7.4	38	539
ONE LIFE TO LIVE	45	188	186	99	99	A	6.7	25	488							B	6.2	36	452
M-F 2.00P 60 ABC DD						B	7.8	26	569	AMERICAN BANDSTAND '78	22	161	153	85	81	A	4.6	18	335
PRICE IS RIGHT 1	61	170	178	92	92	A	5.5	28	401	SAT. 12.30P 60 ABC PC						B	5.7	21	416
M-F 10.30A 30 CBS AP						B	6.4	29	467	ANIMALS, ANIMALS, ANIMALS	24	131	123	80	79	A	3.4	17	248
PRICE IS RIGHT 2	63	178	178	92	92	A	6.2	30	452	SUN. 11.30A 30 ABC CL						B	3.2	14	233
M-F 11.00A 30 CBS AP						B	6.9	29	503	BAGGY PANTS & THE NITWITS	7	193	197	96	96	A	5.6	22	408
RYAN'S HOPE	119	177	177	95	95	A	6.9	28	503	SAT. 11.00A 30 NBC CA						B	5.6	21	408
1 MON. 12.40P 20 ABC DD						B	7.1	28	518	BATMAN/TARZAN ADV I	17	196	197	99	99	A	7.9	32	576
1 TU-F 12.30P 30						B				SAT. 10.30A 30 CBS CA						B	8.8	33	642
2 M-F 12.30P 30										BATMAN/TARZAN ADV II	17	197	196	99	99	A	8.8	36	642
SANFORD AND SON M-F	117	164	166	89	89	A	4.3	23	313	SAT. 11.00A 30 CBS CA						B	9.9	37	722
M-F 10.00A 30 NBC CS						B	4.8	26	350	BUGS BUNNY/ROAD RUNNER 1	17	200	200	99	99	A	7.3	31	532
SEARCH FOR TOMORROW	117	189	189	97	97	A	7.5	31	547	SAT. 9.00A 30 CBS CA						B	7.1	32	518
1 MON. 12.39P 21 CBS DD						B	7.6	30	554	BUGS BUNNY/ROAD RUNNER 2	17	200	200	99	99	A	8.9	36	649
1 TU-F 12.30P 30										SAT. 9.30A 30 CBS CA						B	9.1	36	663
2 M-F 12.30P 30										BUGS BUNNY/ROAD RUNNER 3	17	200	200	99	99	A	9.8	38	714
SPECIAL TREAT(S)		173		91		A	7.7	21	561	SAT. 10.00A 30 CBS CA						B	10.0	38	729

1 TUE. 4.00P 60 NBC FV	59	161	159	86	85	A	4.1	22	299	CBS SAT. FILM FESTIVAL	19	153	159	86	86	A	4.6	18	335
TATTLETALES						B	4.6	22	335	SAT. 1.30P 30 CBS CL						B	4.6	16	335
M-F 10.00A 30 CBS QG						A	3.1	13	226	CBS SPORTS SPECTACULAR	24	159	151	90	85	A	5.8	17	423
TO SAY THE LEAST	114	168	168	86	86	A	3.8	15	277	1 SAT. 5.00P 60 CBS SA						B	7.2	19	525
M-F 12.00N 30 NBC QP						B	4.4	26	321	2 SAT. 4.30P 90									
TODAY SHOW-7.30AM	119	216	216	99	99	A	4.3	28	313	CHALLENGE OF THE SEXES	10	158	153	83	82	A	4.5	17	328
M-F 7.30A 30 NBC N						B	5.4	31	394	SUN. 1.00P 45 CBS SE						B	5.9	21	430
TODAY SHOW-8.30AM	120	212	212	99	99	A	4.7	29	343	CHAMPIONSHIP AUTO RACING(S)		168		92	A	6.0	19	437	
M-F 8.30A 30 NBC N						B	5.2	22	379	2 SUN. 4.00P 60 ABC SE									
\$20,000 PYRAMID	45	160	159	86	87	A	6.0	22	437	DORAL EASTERN OPEN-SAT(S)	176		95		A	4.9	15	357	
M-F 12.00N 30 ABC QG						B	5.3	26	386	1 SAT. 4.00P 60 CBS SE									
WHEEL OF FORTUNE	117	201	202	98	98	A	5.8	27	423	DORAL EASTERN OPEN-SUN(S)	193		99		A	6.6	17	481	
M-F 11.00A 30 NBC QG						B	5.6	17	408	1 SUN. 4.10P 110 CBS SE									
WINNERS(S)	184		98			A				FACE THE NATION	24	185	180	99	99	A	2.8	13	204
1 THU. 4.00P 30 CBS CL						B				SUN. 11.30A 30 CBS CC						B	3.2	15	233
YOUNG AND THE RESTLESS	117	194	194	97	97	A	8.1	33	590	FAT ALBERT AND COSBY KIDS	8	193	194	98	99	A	6.1	26	445
M-F 12.00N 30 CBS DD						B	7.9	32	576	SAT. 12.00N 30 CBS CA						B	7.4	29	539
*WEEKEND DAYTIME										FESTIVAL OF LIVELY ARTS(S)		162		84	A	3.2	9	233	
ABC WEEKEND SPECIALS	25	173	176	94	93	A	5.4	23	394	2 SUN. 5.00P 60 CBS CL									
SAT. 12.00N 30 ABC FV						B	6.1	23	445	GHOST BUSTERS	25	68	68	60	60	A	1.1	7	80
ABC WIDE WORLD-SPORTS SAT	19	200	196	99	98	A	10.2	27	744	SUN. 9.00A 30 CBS CL						B	1.3	10	95
SAT. 5.00P 90 ABC SA						B	10.9	26	795	GO GO GLOBETROTTERS I	7	204	204	99	99	A	5.4	28	394
ABC WIDE WORLD-SPORTS SUN	11	183	182	98	95	A	12.2	31	889	SAT. 8.30A 30 NBC CA						B	4.7	25	343
1 SUN. 4.30P 90 ABC SA						B	13.4	32	977	GO GO GLOBETROTTERS II	7	204	204	99	99	A	6.6	29	481
2 SUN. 5.00P 60										SAT. 9.00A 30 NBC CA						B	5.9	26	430

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1978 REPORT

PROGRAM NAME														PROGRAM NAME													
T/S NO. OF STATIONS PROGRAM COVERAGE														T/S NO. OF STATIONS PROGRAM COVERAGE													
WK # DAY START TIME DUR NET TYPE														WK # DAY START TIME DUR NET TYPE													
WK 1 WK 2 WK 1 WK 2														WK 1 WK 2 WK 1 WK 2													
K E Y														K E Y													
AVG. AUD. SHARE % (0,000)														AVG. AUD. SHARE % (0,000)													
WEEKEND DAYTIME CONT'D														LAND OF THE LOST													
GO GO GLOBETROTTERS III SAT. 9.30A 30 NBC CA 7 205 205 99 99 A 7.3 29 532														SAT. 12.00N 30 NBC CL 7 165 168 78 80 A 5.1 22 372													
GO GO GLOBETROTTERS IV SAT. 10.00A 30 NBC CA 7 205 205 99 99 A 6.1 24 445														MEET THE PRESS SAT. 12.30P 30 NBC CC 24 178 178 91 95 A 3.2 15 233													
GREAT GRAPE APE SUN. 11.00A 30 ABC CA 24 90 83 65 65 A 3.4 17 248														NBA BASKETBALL GAME 1 SUN. 1.45P 145 CBS SE 10 193 188 99 99 A 5.3 17 386													
HONG KONG PHOOEY SAT. 8.00A 30 NBC CA 7 196 194 98 98 A 3.8 25 277														NCAA BASKETBALL SPECIAL(S) 1 SAT. 1.30P 30 NBC SE 138 81 A 3.4 14 248													
IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS N 23 199 197 99 99 A 3.8 22 277														NCAA CHAMP. SERIES-SAT-1 1 SAT. 2.00P 120 NBC SE 2 203 207 99 99 A 8.5 31 620													
IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS N 17 196 197 98 99 A 5.4 25 394														NCAA CHAMP. SERIES-SAT-2 1 SAT. 4.09P 115 NBC SE 2 203 210 99 99 A 8.9 27 649													
IN THE NEWS- 9.56AM SAT. 9.56A 3 CBS N 17 200 200 99 99 A 9.7 39 707														NCAA CHAMP. SERIES-SUN-1(S) 1 SUN. 2.00P 120 NBC SE 202 99 A 7.6 24 554													
IN THE NEWS-10.26AM SAT. 10.26A 3 CBS N 26 200 200 99 99 A 9.2 36 671														NCAA CHAMP. SERIES-SUN-2(S) 1 SUN. 4.00P 132 NBC SE 203 99 A 9.3 23 678													
IN THE NEWS-10.56AM SAT. 10.56A 3 CBS N 26 196 197 99 99 A 7.8 31 569														NCAA CHAMP. SERIES-SUN-1(S) 206 99 A 6.8 25 496													
IN THE NEWS-11.26AM SAT. 10.58A 3 CBS N 26 197 196 99 99 A 8.0 32 583																											

SAT. 11.26A	3 CBS N					B	9.0	34	656	2 SUN. 2.00P 123 NBC SE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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[illegible]

2ND MAR. 1978 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)													2ND MAR. 1978 REPORT												
PROGRAM NAME				T/C SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD.	SHARE %	AVG. AUD.	WK	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD.	SHARE %	AVG. AUD.
WEEKEND DAYTIME CONT'D																									
SCOOBY'S-LAFF-LYMPICS III				26	189	189	99	99	A	7.5	29	547													
SAT. 10.00A 30 ABC CA								B	9.3	37	678														
SCOOBY'S-LAFF-LYMPICS IV				26	189	189	99	99	A	8.4	33	612													
SAT. 12.30A 30 ABC CA								B	9.6	37	700														
SECRETS OF ISIS				8	193	195	97	98	A	6.5	27	474													
SAT. 11.30A 30 CBS CL								B	7.7	29	561														
SPACE ACADEMY				8	190	194	96	96	A	7.6	31	554													
SAT. 12.30P 30 CBS CL								B	7.6	29	554														
SPACE SENTINELS				7	169	189	80	94	A	5.1	21	372													
SAT. 11.30A 30 NBC CA								B	5.5	21	401														
SPEED BUGGY				8	196	197	98	99	A	4.7	23	343													
SAT. 8.30A 30 CBS CA								B	4.4	23	321														
SPORTSWORLD				9	147	154	76	78	A	3.9	14	284													
SUN. 1.00P 60 NBC SE								B	4.9	14	357														
SUPERSTARS				10	185		96		A	10.8	33	787													
1 SUN. 2.00P 90 ABC SE								B	10.3	30	751														
THINK PINK PANTHER				7	203	208	99	99	A	5.3	21	386													
SAT. 10.30A 30 NBC CA								B	5.8	22	423														
THREE ROBONIC STOOGES				8	199	197	99	99	A	3.5	21	255													

SAT.	8.00A	30 CBS CA				B	3.1	21	226
THUNDER			7	140	148	A	3.4	14	249
SAT.	12.30P	30 NBC CL				B	4.2	17	306
MACKO			16	66	65	A	1.8	11	131
SUN.	9.30A	30 CBS CL				B	1.8	11	131
WHAT'S NEW,			13	168	166	A	6.0	23	437
MISTER MAGOO						B	6.5	23	474
SAT.	1.00P	30 CBS CA							
WORLD SKATE CHALLENGE(S)				161					
2 SUN.	4.00P	60 CBS SE			85	A	4.1	13	299

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAR. 6, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,120 18.0				19,390 26.6								
AVERAGE AUDIENCE (Households (000) & %)					10,640 14.6				13,050 17.9								
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					21 13.2	13.8* 14.5	20* 15.2	15.4* 15.6	22* 17.6	17.2* 17.2	25* 17.4*	26* 17.6	17.4* 19.6	31* 19.1	31* 18.3	31* 17.7*	31* 17.2*
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					15,600 21.4				22,380 30.7				20,700 28.4		19,460 26.7		
AVERAGE AUDIENCE (Households (000) & %)					12,170 16.7				20,340 27.9				19,250 26.4		16,260 22.3		
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 16.9	16.6* 16.4	24* 16.4	16.8* 17.3	24* 26.9	27.9 29.0	26.4 26.3	39 26.5	37 26.5	37 23.2	36* 22.3	38* 22.3	38* 21.4
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					24,060 33.0				18,590 25.5								
AVERAGE AUDIENCE (Households (000) & %)					21,000 28.8				12,170 16.7								
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					41 27.3	28.1* 28.8	41* 30.2	29.6* 29.0	16.7* 18.6	18.5* 18.4	26* 18.0	26* 17.3	17.6* 16.5	26* 15.4	15.9* 15.0	26* 14.7	26* 14.7

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,560 18.6				21,360 29.3								
AVERAGE AUDIENCE (Households (000) & %)					10,790 14.8				14,510 19.9								
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					22 13.6	14.0* 14.5	21* 15.2	15.6* 16.1	19.9* 18.1	18.5* 18.9	20.3* 20.2	31* 20.4	21.1* 21.6	34* 20.7	34* 20.4	34* 19.0	34* 19.0
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					10,420 14.3		11,150 15.3		20,480 28.1		18,230 25.0		17,060 23.4				
AVERAGE AUDIENCE (Households (000) & %)					9,330 12.8		9,910 13.6		18,520 25.4		16,840 23.1		13,270 18.2				
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 12.9		20 12.8		38 24.7		35 26.0		30 23.2		30* 19.2	30* 18.8	30* 17.7
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					25,880 35.5				21,000 28.8								
AVERAGE AUDIENCE (Households (000) & %)					22,600 31.0				14,220 19.5								
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					46 28.3	29.6* 30.8	45* 32.5	32.4* 32.3	19.5* 21.0	20.3* 19.6	30* 20.2	30* 19.5	19.8* 19.8	31* 19.8	19.2* 18.6	18.4* 18.9	18.4* 17.6
2																	
TV HOUSEHOLDS USING TV	WK 1	58.8	61.3	61.9	65.4	68.2	70.4	71.0	70.8	69.3	69.8	68.2	67.4	64.5	61.2	59.0	56.1
(See Def. 1)	WK 2	57.5	59.5	62.2	64.2	64.4	66.3	67.5	68.8	67.6	67.5	66.3	65.6	64.0	61.8	60.1	54.9

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(UP) See Other Programs Section: Page A-36

NATIONAL *Nickerson* TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 7, 1978

		EVE. TUE. MAR. 7, 1978														
		7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)			33,390 45.8								21,870 30.0		17,420 23.9		
	AVERAGE AUDIENCE (Households (000) & %)			24,490 33.6								20,340 27.9		14,350 19.7		
	SHARE OF AUDIENCE %			50	31.5*							51*	42	32	20.2*	32.4
	AVG. AUD. BY 1/4 HR. %			29.3	33.8	39.0	35.0	35.0	35.5	33.1	28.0	27.8	20.6	19.9	19.5	19.5
		Happy Days (8:00-8:30P) → (ON) Three's Company (9:00-9:30P) → Having Babies (10:00-10:30P) →														
K	TOTAL AUDIENCE (Households (000) & %)			10,570 14.5					20,700 28.4							
	AVERAGE AUDIENCE (Households (000) & %)			7,800 10.7					14,000 19.2							
	SHARE OF AUDIENCE %			16	11.4*				15.5*	30	18.3*	27*	21.6*	34*	21.4*	38*
	AVG. AUD. BY 1/4 HR. %			12.3	10.5	10.2	9.9	14.6	16.4	18.2	18.4	21.5	21.7	21.6	21.2	
		CBS Reports "WHO'S MINDING THE BANK?" (8:00-9:00PM) → (ON) → CBS Tuesday Night Movies "THE LAST OF THE GOOD GUYS" (10:00-11:00PM) →														
1	TOTAL AUDIENCE (Households (000) & %)			13,710 18.8					17,570 24.1							
	AVERAGE AUDIENCE (Households (000) & %)			10,570 14.5					11,520 15.8							
	SHARE OF AUDIENCE %			22	14.9*				13.3*	25*	16.7*	25*	17.0*	27*	16.4*	27*
	AVG. AUD. BY 1/4 HR. %			15.0	14.7	14.2	14.2	12.4	14.1	16.6	16.7	17.1	17.0	16.7	16.0	
		Chuck Barris Rah Rah Show (8:00-8:30P) → (ON) → "SYBIL" Pt. II (9:00-11:00PM)(R) → Big Event!														

[illegible]

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. TUE. MAR. 14, 1978

A-6

National Nielsen TV AUDIENCE ESTIMATES

EVE. WED. MAR. 8, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,140 22.4				18,310 27.7				15,870 23.4				
AVERAGE AUDIENCE (Households (000) & %)					9,190 13.7	13.5*			14,540 21.8				13,350 19.9				
SHARE OF AUDIENCE %					21	21*			20.0				22.7*				
AVG. AUD BY 1/4 HR. %					13.6	13.3	13.7	14.4	18.6	19.4*			22.9	22.5	18.4	17.1	17.1*
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,060 23.4				21,720 29.8								
AVERAGE AUDIENCE (Households (000) & %)					13,050 17.9	17.4*			15,240 23.9								
SHARE OF AUDIENCE %					28	28*			23.9				21.5*			20.8*	23.3*
AVG. AUD BY 1/4 HR. %					17.6	17.3	18.1	18.7	20.7	21.6	21.5	21.4	21.0	20.7	20.4	20.4	19.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					23,040 31.6				18,370 25.2				14,870 20.4				
AVERAGE AUDIENCE (Households (000) & %)					19,100 26.2	25.0*			14,430 19.8				11,960 16.4				
SHARE OF AUDIENCE %					41	40*			30				31*			28	23*
AVG. AUD BY 1/4 HR. %					23.7	26.3	27.8	27.0	19.5	19.1	20.5	20.1	16.9	16.6	16.3	15.8	15.8

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,030 26.1				21,070 28.9				17,060 23.4				
AVERAGE AUDIENCE (Households (000) & %)					15,240 21.9	23.9*			17,540 24.2				13,920 19.1				
SHARE OF AUDIENCE %					33	32*			24.3*				24.6*			19.5*	16.7*
AVG. AUD BY 1/4 HR. %					13.7	22.3	21.6	22.2	23.9	24.3	24.6	24.2	17.4	13.1	12.1	12.1	12.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,000 19.2				19,370 26.6								
AVERAGE AUDIENCE (Households (000) & %)					10,740 15.1	17.1*			12,390 17.3								
SHARE OF AUDIENCE %					24	24*			16.8*				17.3*			17.7*	16.4*
AVG. AUD BY 1/4 HR. %					12.1	15.1	17.0	14.8	16.4	17.2	17.0	17.0	17.1	17.5	16.6	16.2	16.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,990 23.3				15,450 21.2				11,960 16.4				
AVERAGE AUDIENCE (Households (000) & %)					13,850 19.0	18.4*			12,980 17.8				9,700 13.3				
SHARE OF AUDIENCE %					30	30*			28				24			23.9	13.3*
AVG. AUD BY 1/4 HR. %					17.8	19.0	19.5	19.4	17.3	17.8	18.2	17.7	13.6	13.5	13.1	12.7	12.7
TV HOUSEHOLDS USING TV WK 1	59.4	63.3	60.0	60.9	62.3	64.3	65.3	66.2	64.9	65.5	66.3	65.2	60.9	59.1	57.8	55.5	55.5
WK 2	55.3	56.9	58.1	60.2	61.2	62.4	63.5	63.3	63.3	64.0	64.1	63.3	58.4	56.9	54.7	52.5	52.5

A-7 U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hour).

(R) Repeat, see page B

(OP) See Other Programs Section, Page A-36

EVE. WED. MAR. 15, 1978

A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 9, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					15,970 21.9		17,360 23.4		17,760 23.9		15,100 20.7		12,550 17.4				
AVERAGE AUDIENCE (Households (000) & %)					Welcome Back, Kotter (R)		Fish (R)		Barney Miller (R)		Carter Country (R)				Baretta (R)		
SHARE OF AUDIENCE %					14,000 19.2		15,530 21.3		15,170 20.6		13,410 18.3		10,130 13.9		14,500 19.5		13,200 17.7
AVG. AUD. BY 1/4 HR. %					13.8		19.6		20.7		21.9		22.8		20.4		18.5
CBS TV					15,160 20.8				18,780 24.8				16,040 22.0				
AVERAGE AUDIENCE (Households (000) & %)					Julie Andrews One Step into Spring (8:00-9:00PM)				Hawaii Five-0 (R)				Barnaby Jones (R)				
SHARE OF AUDIENCE %					11,450 15.7		16.4*		14.9*		21.0		20.3*		21.6*		18.6
AVG. AUD. BY 1/4 HR. %					25		26*		23*		34		33*		35*		34
NBC TV					19,190 26.6				14,140 19.4				15,380 21.1				
AVERAGE AUDIENCE (Households (000) & %)					Chips (R)				James at 16 (R)				What Really Happened to the Class of '65 (R)				
SHARE OF AUDIENCE %					15,890 21.8		20.3*		23.4*		12,030 16.5		16.3*		16.7*		12,610 17.3
AVG. AUD. BY 1/4 HR. %					34		32*		36*		27		26*		27*		31

ABC TV					16,480 22.6		15,530 21.3		17,060 23.4		18,230 25.0						
AVERAGE AUDIENCE (Households (000) & %)					Welcome Back, Kotter (R)		Fish (R)		Barney Miller (R)		Kotter (9:30-10:00PM)						
SHARE OF AUDIENCE %					14,290 19.6		14,220 19.5		15,670 21.5		11,960 16.4		17.4*		16.4*		15.4*
AVG. AUD. BY 1/4 HR. %					31		31		32		29		27*		24*		29*
CBS TV					26,240 36.0								16,330 22.4				
AVERAGE AUDIENCE (Households (000) & %)					The Waltons (R)								Hawaii Five-0 (R)				
SHARE OF AUDIENCE %					18,880 25.9		23.5*		25.3*		27.1*		27.6*		13,630 18.7		19.0*
AVG. AUD. BY 1/4 HR. %					40		37*		39*		41*		43*		34		34*
NBC TV					14,580 20.0								13,210 18.0				
AVERAGE AUDIENCE (Households (000) & %)					Hallmark Hall Of Fame PETER PAN* (8:00-10:00PM) (R)								James at 16 (R)				
SHARE OF AUDIENCE %					8,310 11.4		11.3*		11.8*		11.2*		11.3*		7,730 10.6		10.6*
AVG. AUD. BY 1/4 HR. %					18		18*		18*		17*		18*		19		19*

TV HOUSEHOLDS USING TV WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
56.5	58.4	59.2	61.0	62.8	63.3	64.2	64.7	62.5	62.3	61.8	61.7	58.0	56.7	54.8	52.3	51.9	51.9	51.9	51.9
54.3	56.4	57.4	60.4	63.6	64.4	65.1	66.4	66.7	66.2	64.9	62.8	57.6	55.8	53.9	51.9	51.9	51.9	51.9	51.9

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. MAR. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					19,330 26.1								15,380 21.1				
AVERAGE AUDIENCE (Households (000) & %)					12,760 17.5	14,740 20.4		17,500 23.9		19,000 25.9			12,610 17.3	17,440 23.9		17,440 23.9	17,440 23.9
SHARE OF AUDIENCE %					14.0	15.4	17.1	17.9	19.0	21.0	18.7	18.3	17.4	17.5	17.5	17.5	17.2
AVG. AUD. BY 1/4 HR. %																	
CBS TV					16,340 22.0				17,770 24.4				14,430 19.8				
AVERAGE AUDIENCE (Households (000) & %)					11,880 16.3	15,200 20.7		17,400 23.5	15,310 20.6	20,600 28.3			11,080 15.2	16,100 22.0		14,440 19.8	14,440 19.8
SHARE OF AUDIENCE %					15.0	15.4	17.2	17.5	20.2	21.0	21.6	21.3	16.7	15.5	14.4	14.3	14.3
AVG. AUD. BY 1/4 HR. %																	
NBC TV					12,830 17.6		11,590 15.9		13,780 18.9				17,570 24.1				
AVERAGE AUDIENCE (Households (000) & %)					10,860 14.9		10,130 13.9		11,740 16.1	15,900 21.6			14,940 20.5	20,100 27.5		20,800 28.5	20,800 28.5
SHARE OF AUDIENCE %					15.3	14.6	13.4	14.5	15.7	16.0	16.3	16.5	19.2	21.0	20.9	20.7	20.7
AVG. AUD. BY 1/4 HR. %																	

ABC TV					16,110 22.1				16,690 22.9								
AVERAGE AUDIENCE (Households (000) & %)					11,960 16.4	16,000 22.0		16,900 23.2	10,130 13.9	12,400 17.0			13,300 18.3	15,400 21.0		14,700 19.9	14,700 19.9
SHARE OF AUDIENCE %					15.4	16.5	17.1	16.6	12.5	12.4	13.0	13.6	15.5	15.2	15.6	13.8	13.8
AVG. AUD. BY 1/4 HR. %																	
CBS TV					13,630 18.7				18,010 24.7				15,380 21.1				
AVERAGE AUDIENCE (Households (000) & %)					10,280 14.1	12,700 17.2		15,300 20.6	15,020 20.3	20,400 27.6			12,030 16.5	16,600 22.5		16,300 22.0	16,300 22.0
SHARE OF AUDIENCE %					12.3	13.4	15.3	15.4	19.9	20.9	21.0	20.5	16.6	16.8	16.7	15.8	15.8
AVG. AUD. BY 1/4 HR. %																	
NBC TV					10,720 14.7		10,280 14.1		15,450 21.2				14,510 19.9				
AVERAGE AUDIENCE (Households (000) & %)					9,340 12.4		9,400 12.9		12,390 17.0	16,900 22.9			11,520 15.8	15,700 21.3		16,000 21.6	16,000 21.6
SHARE OF AUDIENCE %					12.1	12.7	12.7	13.0	16.8	17.1	16.9	17.3	15.7	15.7	15.9	16.0	16.0
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV	WK 1	50.6	52.3	55.4	56.5	56.7	57.4	58.2	59.7	60.5	61.2	61.8	61.7	59.1	58.9	57.2	56.2
(See Def. 1)	WK 2	47.7	49.6	50.1	52.6	54.2	55.8	57.8	58.0	57.4	58.7	59.1	59.5	56.4	55.8	55.5	53.5

U.S. TV Households: 72,900,000 • Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. MAR. 17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 11, 1978

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)						11,450 15.7		12,430 17.6		20,700 28.4				17,460 26.7				
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		

TOTAL AUDIENCE (Households (000) & %)						10,360 13.8		11,960 16.4		19,100 26.2				17,060 23.4				
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)																		
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)																		
SHARE OF AUDIENCE %																		
AVG. AUD. BY 1/4 HR. %																		

TV HOUSEHOLDS USING TV		WK 1	50.3	52.6	53.3	54.8	55.7	56.3	56.2	57.3	58.4	58.9	57.3	56.7	54.9	53.2	52.7	51.0
(See P. 1)		WK 2	49.9	48.3	50.5	52.3	54.7	56.8	57.4	57.6	57.1	58.3	57.7	57.1	55.2	55.1	53.8	52.7

U.S. TV Households: 72 900 000
A-13

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) PROMO FILL, NBC, (10:54-11:00PM) (SUS.)

EVE. SAT. MAR. 18, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 12, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	21,460 24.2				19,480 22.3				21,580 29.5								
ABC TV	<div>Hardy Boys Nancy Drew Mysteries</div> <div>How the West Was Won</div> <div>ABC Sunday Night Movie</div>																
AVERAGE AUDIENCE (Households (000) & %)	13,851 19.7				14,480 22.6				15,670 21.5								
SHARE OF AUDIENCE %	31	17.6*			37	22.4*			33	20.9*							
AVG. AUD. BY 1/4 HR. %	16.7	18.4	23.1	23.6	22.5	22.3	23.1	22.7	23.5	20.6	21.4	21.5	22.7*	22.7	22.7	22.7	21.4*
TOTAL AUDIENCE (Households (000) & %)	22,670 31.1				15,450 21.2			14,730 20.2	20,170 27.7		19,610 26.9		16,940 23.3				
CBS TV	<div>60 Minutes</div> <div>Rhoda</div> <div>On Our Own</div> <div>All In The Family</div> <div>Alice</div> <div>Carol Burnett Show</div>																
AVERAGE AUDIENCE (Households (000) & %)	19,030 26.1	25.5*			14,140 19.4			13,630 18.7	18,880 25.9		18,300 25.1		12,480 17.8		18,840 26.8*		16,790 24.9*
SHARE OF AUDIENCE %	42	42*			42*	30		28	38		37		29		30*		24*
AVG. AUD. BY 1/4 HR. %	24.8	26.2	27.4	26.1	19.3	19.5	18.2	19.1	25.4	26.4	24.8	25.4	19.4	18.2	16.8	16.9	16.9
TOTAL AUDIENCE (Households (000) & %)	12,540 17.2				17,640 24.2				17,930 24.6								
NBC TV	<div>Wonderful World of Disney</div> <div>Project U.F.O.</div> <div>Big Event</div>																
AVERAGE AUDIENCE (Households (000) & %)	9,480 13.0	12.2*			15,020 20.6				13,190 18.1								
SHARE OF AUDIENCE %	21	20*			31	30*		32*	28		26*		30*		30*		32*
AVG. AUD. BY 1/4 HR. %	11.9	12.4	13.2	14.5	18.9	20.5	21.7	21.2	16.9	16.7	17.6	17.7	19.0	19.1	19.5	18.2	18.2

TOTAL AUDIENCE (Households (000) & %)	14,070 19.3				19,320 26.5				18,880 25.9								
ABC TV	<div>Hardy Boys/Nancy Drew Mysteries</div> <div>How the West Was Won</div> <div>ABC Sunday Night Movie</div>																
AVERAGE AUDIENCE (Households (000) & %)	10,570 14.5	13.2*			16,180 22.2				11,810 16.2								
SHARE OF AUDIENCE %	25	24*			35	35*		34*	27		25*		27*		27*		27*
AVG. AUD. BY 1/4 HR. %	12.6	13.9	14.9	16.5	21.4	22.6	23.3	21.4	16.2	15.6	16.7	16.3	16.5	16.1	15.7	15.7	15.7
TOTAL AUDIENCE (Households (000) & %)	22,230 30.5				17,420 23.9			16,620 22.8	22,740 31.2		20,050 27.5		16,550 22.7				
CBS TV	<div>60 Minutes</div> <div>It's The Easter Beagle, Charlie Brown</div> <div>First Easter Rabbit</div> <div>All In The Family</div> <div>Alice</div> <div>Carol Burnett Show</div>																
AVERAGE AUDIENCE (Households (000) & %)	18,080 24.8	24.0*			15,750 21.6			15,160 20.8	20,410 28.3		18,740 25.7		12,900 17.7		18,340 25.7		17,040 23.9*
SHARE OF AUDIENCE %	42	43*			34	32		32	43		39		30		30*		29*
AVG. AUD. BY 1/4 HR. %	23.2	24.8	25.7	25.6	21.7	21.4	20.0	21.7	27.5	28.6	25.8	25.7	18.8	17.8	17.4	16.6	16.6
TOTAL AUDIENCE (Households (000) & %)	12,980 17.8				16,330 22.4				22,090 30.3								
NBC TV	<div>Wonderful World of Disney</div> <div>Project U.F.O.</div> <div>Big Event</div>																
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5	12.1*			13,120 18.0				15,970 21.9								
SHARE OF AUDIENCE %	23	22*			28	26*		30*	35		33*		33*		38*		40*
AVG. AUD. BY 1/4 HR. %	11.2	13.0	14.7	14.9	15.7	17.5	18.9	19.8	19.5	19.8	21.4	21.7	22.6	23.5	24.0	22.5	22.5
TV HOUSEHOLDS USING TV	58.9	61.5	63.6	63.8	64.9	66.3	67.2	68.0	67.4	68.1	67.5	67.3	64.1	62.0	60.3	56.7	56.7
(See Def. 1)	54.6	57.6	60.2	61.4	62.0	64.4	65.0	65.7	65.6	66.0	65.7	65.6	61.9	60.4	59.1	57.1	57.1

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

SUN. 11:00 P.M. — 12:45 A.M.														MON.-FRI. 7:30 P.M. — 1:45 A.M.													
TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:30	1:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45									
ABC TV																											
TOTAL AUDIENCE (Households (000) & %)	5,180 7.1																										
AVERAGE AUDIENCE (Households (000) & %)	4,017 6.6																										
SHARE OF AUDIENCE %	15																										
AVG. AUD. BY 1/4 HR. %	6.6																										
CBS TV																											
TOTAL AUDIENCE (Households (000) & %)	5,543 7.6	7,070 9.7																									
AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4	4,670 6.4																									
SHARE OF AUDIENCE %	16	29 7.7*																									
AVG. AUD. BY 1/4 HR. %	7.4	8.0 7.3																									
Late Movie (1)																											
6.8 6.2 5.9 5.6* 5.1 4.9 4.5*																											
3.2 3.0 2.8 2.6 2.4 2.2 2.0																											
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TOTAL AUDIENCE (Households (000) & %)		3,500 4.8																
ABC TV		ABC Sunday Night Movie	ABC Weekend News- Sunday															
AVERAGE AUDIENCE (Households (000) & %)		3,350 4.6																
SHARE OF AUDIENCE %		13																
AVG. AUD. BY 1/4 HR. %		16.9 4.5 4.7																
TOTAL AUDIENCE (Households (000) & %)		5,030 6.9		6,560 9.0														
CBS TV		CBS Sunday News- Bradley		Late Movie (3X4X5)														
AVERAGE AUDIENCE (Households (000) & %)		4,810 6.6		3,720 5.1		6.3*		5.2*		4.5*								
SHARE OF AUDIENCE %		14		24		22 *		23 *		27 *								
AVG. AUD. BY 1/4 HR. %		6.6		6.8		5.8		5.3		5.1		4.6		4.3 4.0				
TOTAL AUDIENCE (Households (000) & %)		5,760 7.9		9,260 12.7		2,410 3.3												
NBC TV		NBC Late Night Movie																
AVERAGE AUDIENCE (Households (000) & %)		2,550 3.5		5.0*		3.9*		5,610 7.7		10.3*		7.5*		1,930 2.6				
SHARE OF AUDIENCE %		18		17 *		18 *		32		34 *		32 *		24				
AVG. AUD. BY 1/4 HR. %		5.6		4.4		4.1		3.8		3.0		10.9		9.8				
												8.0		7.3				
												5.8		4.9				
														3.2				
														2.9				
														2.4				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	46.8	39.6	30.3	27.1	23.1	20.4	18.3	31.7	28.2	24.9	22.2	18.9	16.8	14.5	12.7	11.4
		WK 2	48.9	39.5	31.6	26.4	23.1	20.5	17.7	33.8	27.8	24.7	22.5	19.2	17.0	14.4	12.6	10.3

U.S. TV Households: 72,900,000
A-17* Half-hour ratings (for immediately preceding and subject quarter-hours).
FOR FOOTNOTES, SEE LAST PAGE.

SUN. 11:00 P.M. — 12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36
MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 6-10, 1978

		7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00																	
W	TOTAL AUDIENCE (Households (000) & %)	2,920 4.0								3,940 5.4									
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,260 3.1								3,430 4.7									
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	13 2.9				1.3				25 4.7				4.7					
E	TOTAL AUDIENCE (Households (000) & %)	2,770 3.8				4,230 5.8								3,570 4.9				4,570 6.4	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	1,750 2.4				2,770 3.8								2,990 4.1				4,310 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	15 2.4		2.2		14 2.5		20 3.1		18 3.8		22 4.3		22 3.9		4.3		28 5.3	
K	TOTAL AUDIENCE (Households (000) & %)	4,230 5.8						4,960 6.8						3,650 5.0				4,370 6.3	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3,430 4.7						4,010 5.5						3,060 4.2				3,650 5.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	27 4.7		4.7				30 5.6		5.4				22 4.0		4.4		25 4.9	
1	TOTAL AUDIENCE (Households (000) & %)	2,990 4.1						3,350 4.6											
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,260 3.1						2,840 3.9											
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	20 3.7		3.3				22 3.9		3.9									
W	TOTAL AUDIENCE (Households (000) & %)	2,700 3.7				4,160 5.7								3,500 4.8				4,670 6.4	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	1,600 2.2				2,700 3.7								2,990 4.1				4,010 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	15 2.7		2.1		15 2.4		21 3.2		19 3.5		4.0		3.9		4.4		5.3	
E	TOTAL AUDIENCE (Households (000) & %)	3,790 5.2				4,740 6.5								3,790 5.2				4,810 6.6	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,990 4.1						3,860 5.3						3,210 4.4				4,010 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 4.1		4.1				31 5.3		5.4				24 4.1		4.6		28 5.5	
K	TOTAL AUDIENCE (Households (000) & %)	2,700 3.7				4,160 5.7								3,500 4.8				4,670 6.4	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	1,600 2.2				2,700 3.7								2,990 4.1				4,010 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	15 2.7		2.1		15 2.4		21 3.2		19 3.5		4.0		3.9		4.4		5.3	
1	TOTAL AUDIENCE (Households (000) & %)	3,790 5.2				4,740 6.5								3,790 5.2				4,810 6.6	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,990 4.1						3,860 5.3						3,210 4.4				4,010 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	25 4.1		4.1				31 5.3		5.4				24 4.1		4.6		28 5.5	
HOUSEHOLDS USING TV WK 1		8.0	11.0	13.1	14.6	16.5	18.1	18.3	18.3	18.9	19.1	19.2	19.1	18.7	19.5	19.3	20.2		
(See Def. 1) WK 2		6.9	9.8	12.3	13.8	15.3	16.6	16.8	17.1	17.7	18.2	17.9	17.8	17.5	18.3	18.8	19.6		

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

		ESTIMATES																																					
		11 30		11 45		12 00		12 15		12 30		12 45		1 00		1 15		1 30		1 45		2 00		2 15		2 30		2 45		3 00									
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		4,250 7.2		7,730 17.7		4,450 10.1		5,280 11.2		7,170 15.8																											
		AVERAGE AUDIENCE (Households (000) & %)		4,673 10.4		6,270 13.9		3,960 8.3		5,250 11.2		7,170 15.8																											
		SHARE OF AUDIENCE %		17		24		12		20		28																											
		AVG. AUD. BY 1/4 HR. %		7.7		8.7		8.4		8.8		9.1		9.5		7.2		7.3		5.9		6.2		8.3		12.5		11.5		11.2									
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		5,250 7.2		5,030 6.9		6,630 9.1		5,760 7.9																													
		AVERAGE AUDIENCE (Households (000) & %)		4,520 6.2		4,160 5.7		5,980 8.2		5,180 7.1																													
		SHARE OF AUDIENCE %		29		26		33		28																													
		AVG. AUD. BY 1/4 HR. %		6.2		6.3		5.4		6.1		7.9		8.4		7.2		7.0																					
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)		4,370 6.0		4,010 5.5		2,770 3.8		4,080 5.6		3,130 4.3																											
		AVERAGE AUDIENCE (Households (000) & %)		3,790 5.2		3,500 4.8		2,480 3.4		3,500 4.8		2,620 3.6																											
		SHARE OF AUDIENCE %		25		22		14		19		15																											
		AVG. AUD. BY 1/4 HR. %		5.1		5.3		4.7		4.9		3.4		3.4		4.6		4.8																					
W E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)		4,880 6.7		7,290 10.0		4,300 5.9		5,610 7.7		7,510 10.3																											
		AVERAGE AUDIENCE (Households (000) & %)		4,163 5.7		6,230 8.5		3,650 5.0		4,740 6.5		5,540 7.6																											
		SHARE OF AUDIENCE %		28		40		21		27		30																											
		AVG. AUD. BY 1/4 HR. %		5.4		6.3		8.2		8.9		4.9		5.1		6.5		6.5																					
W E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)		5,180 7.1		5,180 7.1		6,490 8.9		6,270 8.6																													
		AVERAGE AUDIENCE (Households (000) & %)		4,453 6.1		4,370 6.0		5,900 8.1		5,690 7.8																													
		SHARE OF AUDIENCE %		30		28		34		33																													
		AVG. AUD. BY 1/4 HR. %		5.9		6.3		5.8		6.3		7.9		8.3		7.8		7.8																					
W E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)		4,370 6.0		3,860 5.3		2,410 3.3		3,720 5.1		2,990 4.1																											
		AVERAGE AUDIENCE (Households (000) & %)		3,860 5.3		3,280 4.5		2,110 2.9		3,060 4.2		2,550 3.5																											
		SHARE OF AUDIENCE %		26		21		12		18		15																											
		AVG. AUD. BY 1/4 HR. %		5.3		5.3		4.5		4.4		2.8		2.9		4.0		4.4																					
TV HOUSEHOLDS USING TV		WK 1	23.8	21.6	21.9	23.1	24.5	25.1	25.5	26.1	26.1	26.5	26.4	26.8	26.8	27.0	26.9	27.7																					
(See Def. 1)		WK 2	19.8	20.7	20.7	22.0	23.8	24.7	24.3	25.1	25.0	25.6	25.6	26.4	26.6	26.8	26.7	27.4																					
U.S. TV Households: 72,900,000		Half-hour ratings (for immediately preceding and subject quarter-hours).																																					
A-21		(1) "CARTER PRESS CONFERENCE", ABC, MON., (12:30-12:40PM)(SUS.).																		(3) "CARTER PRESS CONFERENCE", CBS, MON., (12:30-12:39PM)(SUS.).																			
		(2) "ABC NEWSBRIEF", (SUS.).																		(4) "NBC NEWS UPDATE", (SUS.).										(R) Repeat, see page B.									
																														(OP) See Other Programs Section: Page A-36									
																														DAY MON.-FRI. MAR. 13-17, 1978									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 6-10, 1978

NATIONAL TV AUDIENCE ESTIMATES																		DAY MON.-FRI. MAR. 6-10, 1978										
TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00											
W E K	ABC TV																											
	TOTAL AUDIENCE (Households (000) & %)																		8,550 11.1									
	AVERAGE AUDIENCE (Households (000) & %)																		7,245 9.7									
	SHARE OF AUDIENCE %																		1.7									
	AVG. AUD. BY 1/4 HR. %																		1.2									
General Hospital (1) Edge of Night (1) Special (1)																		ABC Evening News Reasoner, Walters										
K 1	CBS TV																											
	TOTAL AUDIENCE (Households (000) & %)																		12,610 17.4									
	AVERAGE AUDIENCE (Households (000) & %)																		11,150 15.3									
	SHARE OF AUDIENCE %																		28									
	AVG. AUD. BY 1/4 HR. %																		15.1 15.5									
Guiding Light (1) All In The Family (1) Match Game 78 (1)																		CBS Evening News with Walter Cronkite										
1	NBC TV																											
	TOTAL AUDIENCE (Households (000) & %)																		11,890 16.3									
	AVERAGE AUDIENCE (Households (000) & %)																		10,350 14.2									
	SHARE OF AUDIENCE %																		26									
	AVG. AUD. BY 1/4 HR. %																		14.0 14.3									
Another World (2)(3) Special (OP)																		NBC Nightly News										
V E K	ABC TV																											
	TOTAL AUDIENCE (Households (000) & %)																		7,750 10.7									
	AVERAGE AUDIENCE (Households (000) & %)																		6,850 9.4									
	SHARE OF AUDIENCE %																		18									
	AVG. AUD. BY 1/4 HR. %																		9.1 9.3									
General Hospital Edge of Night																		ABC Evening News Reasoner, Walters										
V E K	CBS TV																											
	TOTAL AUDIENCE (Households (000) & %)																		12,030 16.5									
	AVERAGE AUDIENCE (Households (000) & %)																		10,530 14.4									
	SHARE OF AUDIENCE %																		29									
	AVG. AUD. BY 1/4 HR. %																		14.2 14.6									
Guiding Light (1) All In The Family (1) Match Game 78 (1)																		CBS Evening News with Walter Cronkite										
2	NBC TV																											
	TOTAL AUDIENCE (Households (000) & %)																		11,010 15.1									
	AVERAGE AUDIENCE (Households (000) & %)																		9,700 13.3									
	SHARE OF AUDIENCE %																		26									
	AVG. AUD. BY 1/4 HR. %																		13.1 13.5									
Another World (1)																		NBC Nightly News										
TV HOUSEHOLDS USING TV WK 1 WK 2																												
(See Def. 1)																												
28.5 29.9 31.5 32.8 32.5 34.2 35.5 38.0 39.6 41.6 43.2 45.7 49.1 51.8 53.1 54.9																												
27.3 28.6 29.5 30.5 29.6 31.4 32.3 34.7 36.0 37.6 39.5 42.2 46.1 48.5 50.0 51.8																												

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "CARTER PRESS CONFERENCE", ABC, CBS, THU., (3:00-3:39PM)(SUS.).

(2) "CARTER PRESS CONFERENCE", NBC, THU., (3:00-3:38PM)(SUS.).

(3) "NBC NEWS UPDATE", (SUS.).

(4) "CBS NEWS SPECIAL REPORT", CBS, THU., (4:14-4:34PM)(SUS.).

DAY MON.-FRI. MAR. 13-17, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

TIME		7 00	7 15	7 30	7 45	8 00	8 15	8 30	8 45	9 00	9 15	9 30	9 45	10 00	10 15	10 30	10 45	11 00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 4,470 6-4 4,120 6-4 5,320 7-3 6,420 8-8 6,270 8-6 7,470 13-7 All New Super-Friends I All New Super-Friends II (OP) Scooby's All-Star Laff-A-Lympics I Scooby's All-Star Laff-A-Lympics II (OP) Scooby's All-Star Laff-A-Lympics III Scooby's All-Star Laff-A-Lympics IV (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	3,860 5-3 5,320 7-3 4,740 6-5 5,180 7-1 5,390 7-4 6,470 11-1																
	SHARE OF AUDIENCE %	35 38 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29																
	AVG. AUD. BY % HR. %	5-0 5-7 7-2 7-5 6-2 6-7 7-2 6-9 7-3 7-5 7-6 4-7																
E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 3,350 4-6 4,080 5-6 5,830 8-0 7,510 10-3 8,240 11-3 7,140 9-8 Three Robonic Stooges (OP) Speed Buggy (OP) Bugs Bunny/Road Runner I Bugs Bunny/Road Runner 2 (OP) Bugs Bunny/Road Runner 3 (OP) Batman/Tarzan Adventure I (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	2,950 3-5 3,210 4-4 4,880 6-7 6,050 8-3 7,070 9-7 5,760 7-9																
	SHARE OF AUDIENCE %	21 22 30 34 33 33 33 33 33 33 33 33 33 33 33 33 33 33																
	AVG. AUD. BY % HR. %	3-1 3-8 4-2 4-6 6-2 7-2 8-0 8-6 9-8 9-6 7-8 7-9																
1	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,650 5-0 4,370 6-0 5,610 7-7 6,340 8-7 5,470 7-5 4,930 6-7 I am the Greatest Hong Kong Phooey Go Go Globetrotters I Go Go Globetrotters II Go Go Globetrotters III Go Go Globetrotters IV Think Pink Panther																
	AVERAGE AUDIENCE (Households (000) & %)	3,060 4-2 3,940 5-4 4,740 6-5 5,180 7-1 4,450 6-1 3,940 5-4																
	SHARE OF AUDIENCE %	27 28 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29																
	AVG. AUD. BY % HR. %	3-9 4-6 4-8 5-9 6-7 6-4 7-1 7-1 6-3 6-0 5-1 5-6																
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 5,100 7-0 6,340 8-7 6,420 8-8 6,560 9-0 6,340 8-7 7,220 10-3 All New Super-Friends I All New Super-Friends II (OP) Scooby's All-Star Laff-A-Lympics I Scooby's All-Star Laff-A-Lympics II (OP) Scooby's All-Star Laff-A-Lympics III Scooby's All-Star Laff-A-Lympics IV (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	3,940 5-4 5,470 7-5 5,390 7-4 5,470 7-5 5,540 7-6 5,690 7-8																
	SHARE OF AUDIENCE %	37 38 32 30 30 30 30 30 30 30 30 30 30 30 30 30 30 30																
	AVG. AUD. BY % HR. %	4-6 6-2 7-5 7-5 7-0 7-7 7-9 7-2 7-4 7-9 8-5 7-1																
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 3,430 4-7 4,670 6-4 6,560 9-0 8,160 11-2 8,460 11-6 6,420 8-8 Three Robonic Stooges Speed Buggy (OP) Bugs Bunny/Road Runner I Bugs Bunny/Road Runner 2 (OP) Bugs Bunny/Road Runner 3 (OP) Batman/Tarzan Adventure I (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	2,480 3-4 3,570 4-9 5,690 7-8 6,850 9-4 7,140 9-8 5,690 7-8																
	SHARE OF AUDIENCE %	21 23 32 37 33 37 38 38 38 38 38 38 38 38 38 38 38 38																
	AVG. AUD. BY % HR. %	3-1 3-8 4-2 5-5 7-2 8-3 9-1 9-6 10-0 9-6 7-8 7-8																
2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,350 4-6 5,180 7-1 5,690 7-8 6,340 8-7 5,540 7-6 4,960 6-8 I am the Greatest (SUS.) Hong Kong Phooey Go Go Globetrotters I Go Go Globetrotters II Go Go Globetrotters III Go Go Globetrotters IV Think Pink Panther																
	AVERAGE AUDIENCE (Households (000) & %)	2,410 3-3 3,940 5-4 4,880 6-7 5,390 7-4 4,370 6-0 3,790 5-2																
	SHARE OF AUDIENCE %	22 27 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29 29																
	AVG. AUD. BY % HR. %	2-9 3-8 4-5 6-3 6-6 6-8 7-4 7-3 6-4 5-6 5-0 5-4																
TV HOUSEHOLDS USING TV WK 1 (See Def 1)		5-6	8-0	13-3	13-1	19-7	17-5	19-3	21-1	22-2	23-1	24-4	24-5	25-3	25-8	25-7	25-9	
WK 2		5-6	7-5	9-7	12-5	14-6	17-5	19-8	22-7	23-6	24-6	25-4	25-5	25-8	25-6	24-5	23-8	

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT MAR. 18, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,423 9.8		7,220 9.9		5,690 7.8		4,783 7.3										
AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7		5,980 8.2		4,520 6.2		4,080 5.6										
SHARE OF AUDIENCE %	30		33		25		21										
AVG. AUD. BY 1/4 HR. %	8.1	7.3	9.6	7.8	5.7	6.9	5.4	5.3*	5.1	6.1	5.9*	5.7					
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,363 10.1		5,982 8.2		6,423 8.8		7,000 9.6		5,320 7.3		3,940 5.4						
AVERAGE AUDIENCE (Households (000) & %)	6,493 9.9		5,183 7.1		4,960 6.8		5,980 8.2		4,520 6.2		3,210 4.4						
SHARE OF AUDIENCE %	34		28		27		32		6.2		17						
AVG. AUD. BY 1/4 HR. %	9.7	9.1	7.0	7.2	7.0	6.7	8.2	8.2	5.9	6.4	4.5	4.2					
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,183 7.1		3,650 5.3		4,160 5.7		2,770 3.8				3,350 4.6		10,130 13.9				
AVERAGE AUDIENCE (Households (000) & %)	4,303 5.9		3,130 4.3		3,350 4.6		2,190 3.0				2,480 3.4		6,120 8.4				
SHARE OF AUDIENCE %	23		17		19		12				14		30	6.7*			8.7*
AVG. AUD. BY 1/4 HR. %	5.6	6.1	4.3	4.5	4.4	4.8	3.0	3.0			3.3	3.5	6.2	7.2	7.7	8.3	8.9*
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,900 8.1		5,900 8.1		4,080 5.6		4,590 6.3										
AVERAGE AUDIENCE (Households (000) & %)	4,670 6.4		4,880 6.7		3,280 4.5		2,620 3.6										
SHARE OF AUDIENCE %	27		29		20		15										
AVG. AUD. BY 1/4 HR. %	6.5	6.4	6.9	6.5	4.5	4.5	3.6	3.5*	3.4	3.4	3.7*	3.9					
K																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,440 10.2		5,100 7.0		4,590 6.3		6,050 8.3		5,180 7.1		4,370 6.0						
AVERAGE AUDIENCE (Households (000) & %)	6,270 8.6		4,230 5.8		3,860 5.3		5,030 6.9		4,230 5.8		3,500 4.8						
SHARE OF AUDIENCE %	37		26		24		30		23		18						
AVG. AUD. BY 1/4 HR. %	8.4	8.7	6.2	5.5	5.2	5.3	6.7	7.1	5.7	5.8	4.9	4.7					
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,740 6.5		4,740 6.5		4,740 6.5		3,350 4.6						11,450 15.7				
AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2		4,230 5.8		4,080 5.6		2,770 3.8						6,200 8.5				
SHARE OF AUDIENCE %	22		25		25		17						31	7.9*			8.9*
AVG. AUD. BY 1/4 HR. %	5.3	5.3	5.5	6.2	5.6	5.6	3.8	3.9					7.8	31*	8.1	8.8	32*
TV HOUSEHOLDS USING TV	WK 1	25.8	26.2	25.6	25.7	24.7	25.7	25.6	25.8	25.9	26.3	25.1	26.1	26.5	27.4	27.8	28.8
(See Def. 1)	WK 2	23.1	23.2	22.8	22.6	22.2	21.8	22.7	23.8	25.0	25.9	25.9	26.4	25.6	26.8	28.6	29.3

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "NBC JR. HALL OF FAME", (SUS.).

DAY SAT. MAR. 18, 1978

NATIONAL *Nielson* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 11, 1978

		VIEWERS IN MILLIONS																DAY SAT. MAR. 11, 1970	
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	
ABC TV																			
TOTAL AUDIENCE (Households (000) & %)		7,520 13.2																	
AVERAGE AUDIENCE (Households (000) & %)		5,760 7.9																	
SHARE OF AUDIENCE %		24																	
AVG. AUD. BY 1/4 HR. %		5.8																	
CBS TV																			
TOTAL AUDIENCE (Households (000) & %)		5,980 8.2																	
AVERAGE AUDIENCE (Households (000) & %)		3,570 4.9																	
SHARE OF AUDIENCE %		15																	
AVG. AUD. BY 1/4 HR. %		4.8																	
NBC TV																			
TOTAL AUDIENCE (Households (000) & %)		12,250 16.8																	
AVERAGE AUDIENCE (Households (000) & %)		6,710 9.2																	
SHARE OF AUDIENCE %		32*																	
AVG. AUD. BY 1/4 HR. %		8.6																	
ABC TV																			
TOTAL AUDIENCE (Households (000) & %)		6,850 9.4																	
AVERAGE AUDIENCE (Households (000) & %)		4,300 5.9																	
SHARE OF AUDIENCE %		14*																	
AVG. AUD. BY 1/4 HR. %		3.8																	
CBS TV																			
TOTAL AUDIENCE (Households (000) & %)		8,310 11.4																	
AVERAGE AUDIENCE (Households (000) & %)		4,160 5.7																	
SHARE OF AUDIENCE %		18																	
AVG. AUD. BY 1/4 HR. %		5.2																	
NBC TV																			
TOTAL AUDIENCE (Households (000) & %)		11,300 15.5																	
AVERAGE AUDIENCE (Households (000) & %)		6,340 8.7																	
SHARE OF AUDIENCE %		33*																	
AVG. AUD. BY 1/4 HR. %		8.6																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 12, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

3.9

4.4

5.5

6.8

8.8

11.1

12.7

14.7

15.2

16.6

16.7

17.9

19.0

19.8

19.6

20.6

3.8

4.3

5.6

7.1

8.2

9.6

10.9

12.8

14.5

15.5

15.8

16.1

17.3

18.2

18.7

19.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 12, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	3,860 4.3		1,130 4.3		3,860 5.3									12,980 17.8			
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)	1,130 4.3		2,620 3.6		2,390 4.1									7,170 9.8			
SHARE OF AUDIENCE %	2.0		1.6		1.7									3.3			
AVG. AUD. BY ¼ HR. %	4.1		3.4		4.0									9.1			
TOTAL AUDIENCE (Households (000) & %)			2,840 3.9						5,730 6.9				10,640 14.6				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			2,330 3.2						3,570 4.9				4,080 5.6				
SHARE OF AUDIENCE %			1.4						1.6				1.6				
AVG. AUD. BY ¼ HR. %			3.3		3.1				4.3				5.5				
TOTAL AUDIENCE (Households (000) & %)					3,430 4.7				5,390 7.4				9,550 13.1				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					2,770 3.8				2,840 3.9				5,540 7.6				
SHARE OF AUDIENCE %					1.6				1.3				7.6				
AVG. AUD. BY ¼ HR. %					3.7				2.9				6.5				

	TOTAL AUDIENCE (Households (000) & %)	2,410 3.3	2,840 3.9	2,920 4.0									9,460 13.1				
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,820 2.5	2,330 3.2	2,110 2.9									4,960 6.8				
	SHARE OF AUDIENCE %	1.4	1.7	1.4									6.8				
	AVG. AUD. BY ¼ HR. %	2.2	2.9	3.2									6.7				
	TOTAL AUDIENCE (Households (000) & %)		2,110 2.9						4,370 6.0				8,820 12.1				
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.4						2,990 4.1				3,570 4.9				
	SHARE OF AUDIENCE %		1.2						1.7				1.7				
	AVG. AUD. BY ¼ HR. %		2.3		2.5				3.3				4.8				
	TOTAL AUDIENCE (Households (000) & %)					2,410 3.3			4,740 6.5				10,280 14.1				
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,900 2.6			2,840 3.9				4,960 6.8				
	SHARE OF AUDIENCE %					1.4			1.6				7.6				
	AVG. AUD. BY ¼ HR. %					2.8		2.3	3.3				6.8				
TV HOUSEHOLDS USING TV	WK 1	20.6	21.8	22.3	23.0	23.5	23.7	24.4	26.2	26.7	28.9	30.9	31.7	31.7	32.1	33.4	34.0
	WK 2	18.8	19.8	19.3	19.4	19.7	19.8	20.9	21.3	22.5	23.8	24.5	26.1	28.3	27.9	28.5	28.1

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR. 12, 1978

TIME	3 00	3 15	3 30	3 45	4:00	4 15	4 30	4 45	5 00	5.15	5 30	5 45	6 00	6 15	6 30	6 45	7 00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV WK 1	34.2	34.7	35.1	36.2	37.1	37.2	38.7	39.7	41.1	42.4	43.9	45.5	48.8	50.4	52.9	54.5
(See Def. 1) WK 2	27.6	28.2	29.0	29.5	29.9	31.0	32.1	33.4	35.3	36.7	37.9	39.1	41.6	44.0	46.9	50.3

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

A-35

† VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) SPORTS FILL, NBC, (5:52-6:00PM)(SUS.). (1) FOR REMAINING RATINGS. SEE OP PAGES.

DAY SUN. MAR. 19, 1978

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1					WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE					
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING FRIDAY CONT'D																		
	CBS	11.30-	1.00AM CBS SPORTS SPECIAL-BOXING(S)	11.30							6,420	8.8	4,010	5.5	19	6.3		
				11.45										6.0*	17*	5.8		
				12.00												5.6		
				12.15										5.6*	19*	5.6		
				12.30												5.4		
				12.45										4.9*	21*	4.4		
	NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	4,740	6.5	2,550	3.5	25	4.7	5,610	7.7	2,840	3.9	30	4.5		
				1.15				4.3*	25*	3.9				4.3*	25*	4.2		
				1.30						3.5						4.3		
				1.45				3.3*	23*	3.1				4.1*	34*	3.9		
				2.00						2.9						3.6		
				2.15				2.8*	26*	2.7				3.3*	37*	3.0		
EVENING SATURDAY																		
	ABC	9.58-	9.59PM ABC NEWSBRIEF-SAT.	9.45	15,600	21.4	15,600	21.4	38	21.4	14,800	20.3	14,800	20.3	36	20.3		
	ABC	11.00-	11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	6,710	9.2	6,200	8.5	19	8.5	5,540	7.6	5,390	7.4	17	7.4		
	CBS	8.58-	8.59PM NEWSBREAK-SAT.	8.45	9,330	12.8	9,330	12.8	22	12.8	11,520	15.8	11,520	15.8	27	15.8		
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SAT.	8.45	12,100	16.6	12,100	16.6	29	16.6	9,990	13.7	9,990	13.7	24	13.7		
	NBC	11.30-	12.52AM SATURDAY NIGHT	11.30	11,450	15.7	7,140	9.8	31	10.7	10,860	14.9	6,850	9.4	31	10.4		

				11.30-12.45AM	11.45			10.7*	30*	10.7			10.2*	30*	10.0
					12.00					10.5					9.2
					12.15			9.9*	32*	9.4			9.1*	31*	9.0
					12.30					8.8					8.2
					12.45			8.4*	32*	7.5					
EVENING SUNDAY															
	ABC	7.58-	7.59PM ABC MINUTE MAGAZINE	7.45	13,850	19.0	13,850	19.0	30	19.0	11,010	15.1	11,010	15.1	25
	ABC	8.57-	8.58PM ABC NEWSBRIEF-SUN.	8.45	13,920	19.1	13,920	19.1	28	19.1	11,740	16.1	11,150	15.3	23
		8.57-	8.59PM												
	ABC	9.00-	11.18PM ABC SUNDAY NIGHT MOVIE	11.15							FOR RTGS SEE PAGE A-15				15.2
	CBS	8.57-	8.59PM NEWSBREAK-SUN.	8.45	14,220	19.5	13,630	18.7	28	18.7	16,110	22.1	16,110	22.1	34
		8.58-	8.59PM												
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SUN.	8.45	13,560	18.6	13,560	18.6	27	18.6	13,490	18.5	13,490	18.5	28
	NBC	11.30-	1.30AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			3.4*	20*	3.3	FOR RTGS SEE PAGE A-17		2.7*	16*	2.4
		11.30-	1.32AM	1.00						3.1			2.5*	20*	2.5
				1.15				3.1*	25*	3.1					2.4
				1.30											1.8
EVENING MONDAY-FRIDAY															
	ABC	9.58-	9.59PM ABC NEWSBRIEF-M-F	M-F	8.45	13,560	18.6	14,580	20.0	30	14.3	13,050	17.9	12,470	17.1
					9.15						27.6				20.0
					9.45						16.8				19.9
	CBS	8.58-	8.59PM NEWSBREAK-M-F	M-F	8.45	10,420	14.3	10,420	14.3	22	14.3	10,570	14.5	10,500	14.4
	CBS	1.16-	2.16AM LATE MOVIE II	TUWF	12.00	4,670	6.4	2,990	4.1	25	5.6				
			CONT'D												

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%	
EVENING MONDAY-FRIDAY CONT'D															
	CBS	1.16-	2.16AM LATE MOVIE II-CONT'D	TU & W	12.15			5.1*	19*	4.9					
					12.30					4.5					
					12.45			4.2*	22*	4.3					
				TUWF	1.00					4.0	2,770	3.8	2,110	2.9 29	
					1.15			3.9*	27*	4.1				3.2	
					1.30					4.0				3.2	
					1.45			3.1*	22*	2.9			2.6*	29*	
					2.00					2.9				2.5	
	NBC	8.58-	8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	13,050	17.9	13,050	17.9	27	17.9	12,540	17.2	12,540	17.2 27
				MTUWF											17.2
	NBC	11.30-	12.45AM TONIGHT SHOW	M-F	1.00						FOR RTGS SEE PAGE A-17				4.4
					1.15										4.0
	NBC	1.00-	1.45AM TOMORROW SHOW	M-TH	1.45						FOR RTGS SEE PAGE A-17		2.1*	23*	1.9
					2.00										1.6
DAY MONDAY-FRIDAY															
	ABC	3.00-	4.00PM GENERAL HOSPITAL	M-F	4.00			FOR RTGS SEE PAGE A-22		8.6					

ABC 4.30- 5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED.	4.15 4.30 4.45 5.00 5.15	9,330 12.8	6,710	8.5* 26* 9.2 23 8.5* 23* 9.8* 23* 9.8* 23*	8.5 8.5 8.5 9.3 10.4										
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,520 6.2	4,160	5.7 25	5.7	4,740 6.5	4,370 6.0	27	6.0						
CBS 2.30- 3.30PM GUIDING LIGHT	M-F	3.30	FOR RTGS SEE PAGE A-20			7.1										
		3.45			7.2* 23*	7.3										
CBS 4.00- 4.30PM WINNERS(S)	THU.	4.00 4.15	5,180 7.1	4,080	5.6 17	5.5 5.7										
NBC 4.00- 5.00PM SPECIAL TREAT(S)	TUE.	4.00 4.15 4.30 4.45	8,460 11.6	5,610	7.7 21 7.1* 20* 8.2* 21*	7.2 7.0 7.9 8.6										
DAY SATURDAY																
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	5,900 8.1	4,960	6.8 34	6.8	5,540 7.6	4,880 6.7	31	6.7						
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	5,100 7.0	4,880	6.7 27	6.7	5,180 7.1	5,030 6.9	27	6.9						
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	6,710 9.2	6,120	8.4 32	8.4	5,320 7.3	4,880 6.7	28	6.7						
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	6,050 8.3	5,180	7.1 29	7.1	4,740 6.5	4,230 5.8	25	5.8						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	2,840 3.9	2,620	3.6 20	3.6	2,990 4.1	2,840 3.9	22	3.9						
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	4,080 5.6	3,650	5.0 24	5.0	4,670 6.4	4,230 5.8	26	5.8						
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	7,220 9.9	6,850	9.4 38	9.4	7,360 10.1	7,220 9.9	39	9.9						
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	7,220 9.9	6,560	9.0 35	9.0	7,510 10.3	6,780 9.3	36	9.3						
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	6,050 8.3	5,690	7.8 30	7.8	5,900 8.1	5,610 7.7	32	7.7						

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR				WEEK 1					WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY CONT'D																
CBS 11.26-11.29AM IN THE NEWS-11.26AM				11.15	6,420	8.8	6,050	8.3	32	8.3	6,270	8.6	5,610	7.7	33	7.7
CBS 11.56-11.59AM IN THE NEWS-11.56AM				11.45	5,470	7.5	5,180	7.1	28	7.1	4,080	5.6	3,720	5.1	23	5.1
CBS 12.26-12.29PM IN THE NEWS-12.26PM				12.15	5,030	6.9	4,740	6.5	25	6.5	4,010	5.5	3,790	5.2	24	5.2
CBS 12.56-12.59PM IN THE NEWS-12.56PM				12.45	5,690	7.8	5,390	7.4	29	7.4	5,470	7.5	4,810	6.6	28	6.6
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM				1.15	4,670	6.4	4,230	5.8	22	5.8	4,370	6.0	3,860	5.3	20	5.3
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM				1.45	3,130	4.3	2,990	4.1	16	4.1	3,650	5.0	3,350	4.6	17	4.6
NBC 2.00- 4.03PM NCAA CHAMP. SERIES-SAT-1				4.00							FOR RTGS SEE PAGE A-27					8.7
DAY SUNDAY																
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM				10.45	2,260	3.1	2,260	3.1	15	3.1	2,550	3.5	2,260	3.1	16	3.1
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM				11.45	2,700	3.7	2,550	3.5	15	3.5	2,330	3.2	2,260	3.1	17	3.1
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM				9.15	1,020	1.4	1,020	1.4	9	1.4	1,090	1.5	1,090	1.5	10	1.5
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM				9.45	1,390	1.9	1,310	1.8	10	1.8	1,820	2.5	1,680	2.3	14	2.3
CBS 1.45- 4.10PM NBA BASKETBALL GAME				4.00						7.6						
					FOR RTGS SEE PAGE A-32											
NBC 2.00- 4.03PM NCAA CHAMP. SERIES-SUN-1(S)				4.00							FOR RTGS SEE PAGE A-33					8.6